

#4

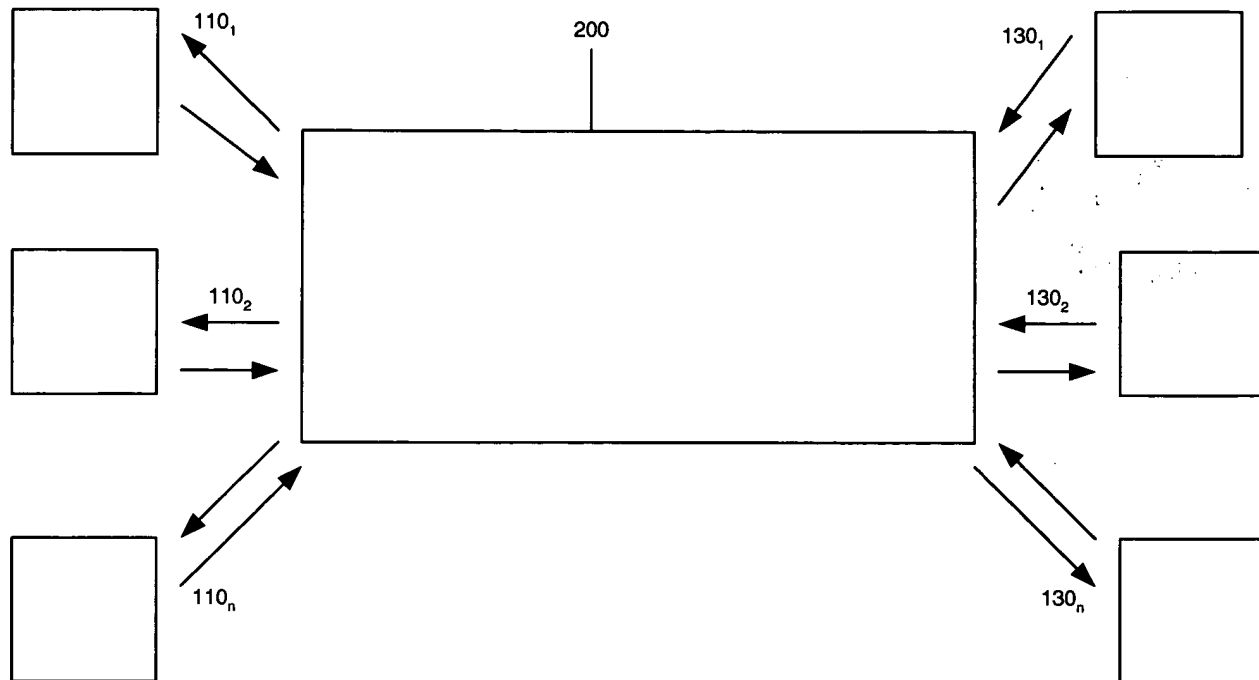


Figure 1

TO/FROM CONSUMER
COMPUTERS AND OFFERING
COMPANIES AND
ORGANIZATION COMPUTERS

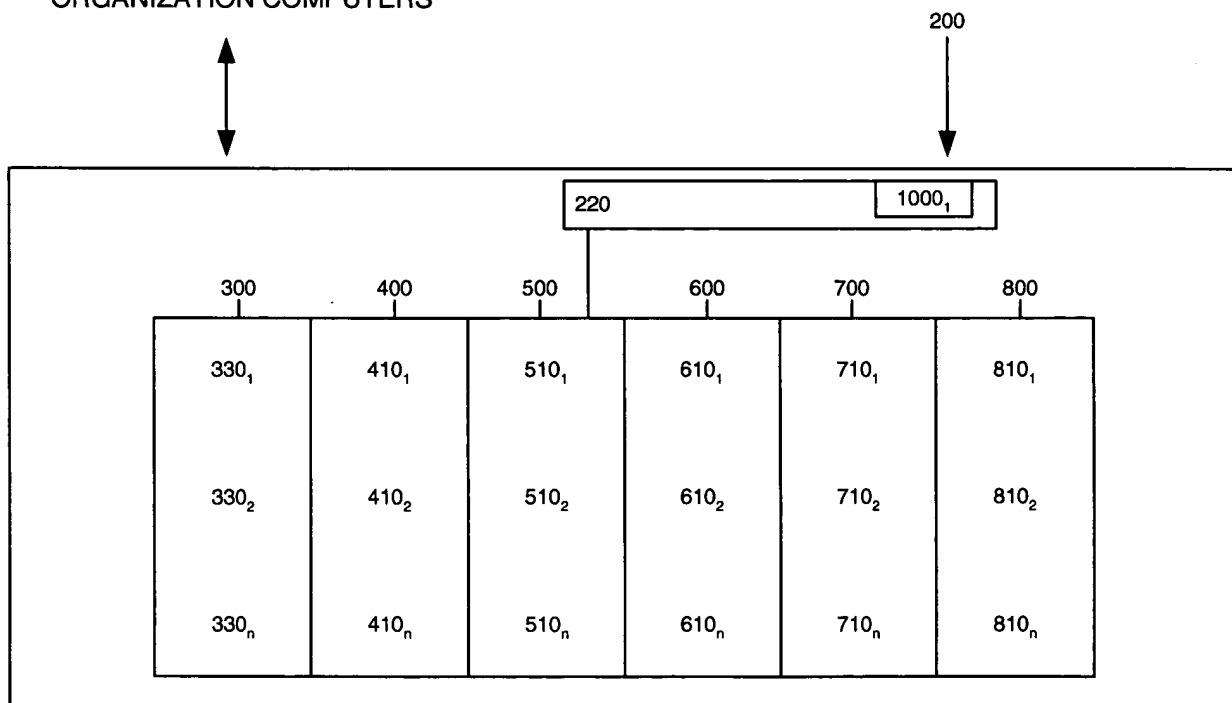


Figure 2

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FILE	OFFERING COMPANY NAME 340	OFFERING COMPANY IDENTIFIER 350	LOYALTY PROGRAM IDENTIFIER(S) 360	OFFERING COMPANY CONTACT INFORMATION 370
330 ₁	Sears	350 ₁	360 ₁ -360 _n	370 ₁
330 ₂	United Airlines	350 ₂	360 ₁ -360 _n	370 ₂
330 _n	First USA Visa	350 _n	360 ₁ -360 _n	370 _n



PURCHASING INCENTIVE	MEMBER NUMBER	AUTHORIZATION INFORMATION
365	375	385
365 ₁ -365 _n	375 ₁ -375 _n	385 ₁ -385 _n

Figure 3

FILE	CONSUMER NAME	CONSUMER MARKETING DATA	CONSUMER IDENTIFYING NUMBER	CONSUMER MEMBERSHIP INFORMATION
410	420	430	440	460
410 ₁	420 ₁	430 ₁	440 ₁	460 ₁ -460 _n
410 ₂	420 ₂	430 ₂	440 ₂	460 ₁ -460 _n
410 _n	420 _n	430 ₃	440 ₃	460 ₁ -460 _n



LOYALTY PROGRAM	OFFERING COMPANY IDENTIFIER	CONSUMER AUTHORIZATION INFORMATION
460 _n	350 _n	385 _n

Figure 4

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PIQ SUBMISSION	PIQ TRACKING NUMBER	CONSUMER IDENTIFYING NUMBER	PIQ SUBJECT MATTER DESCRIPTION	PIQ CONDITIONS OR ANCILLARY INFORMATION
510	520	450	530	540
510 ₁	520 ₁	450 ₁	530 ₁	540 ₁
510 ₂	520 ₂	450 ₂	530 ₂	540 ₂
510 _n	520 _n	450 _n	530 _n	540 _n

Figure 5

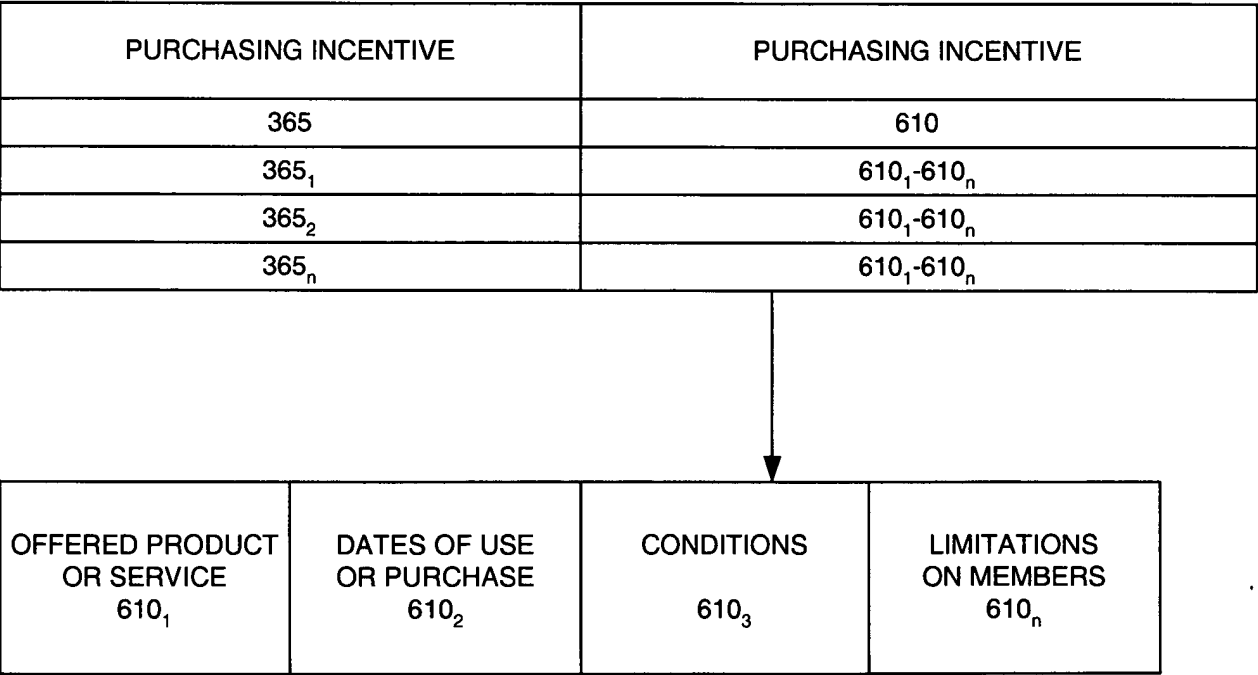


Figure 6

PROMOTION COMPENSATION OFFERS	PROMOTION COMPENSATION IDENTIFIER	PROMOTION COMPENSATION RULES AND CONDITIONS	PROMOTION COMPENSATION DESCRIPTION
710	720	730	740
710 ₁	720 ₁	730 ₁	740 ₁
710 _n	720 ₂	730 ₂	740 ₂
710 ₂	720 _n	730 _n	740 _n

Figure 7

PIQ FILE 810 _n
PIQ TRACKING NUMBER 520 _n
PIQ SUBJECT MATTER DESCRIPTION 530 _n
CONSUMER IDENTIFYING NUMBER OR NAME 420 _n and/or 450 _n
OFFERING COMPANY IDENTIFIER 350 _n
LOYALTY PROGRAM NUMBER 360 _n
PIQ STATUS 820 _n
PROMOTION COMPENSATION DESCRIPTION 740 _n
PROMOTION COMPENSATION STATUS 830 _n

Figure 8

09921050-110501

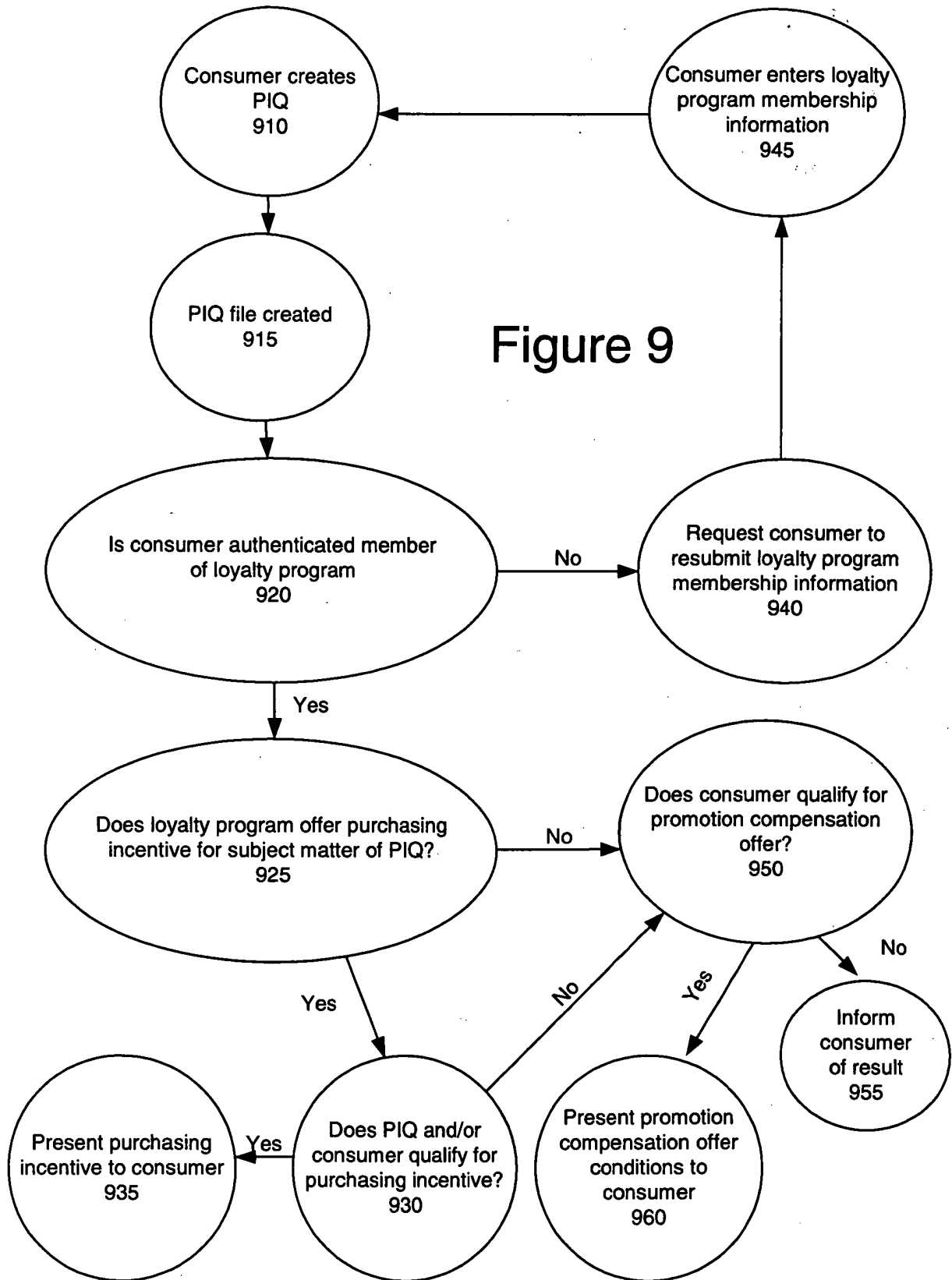


Figure 9

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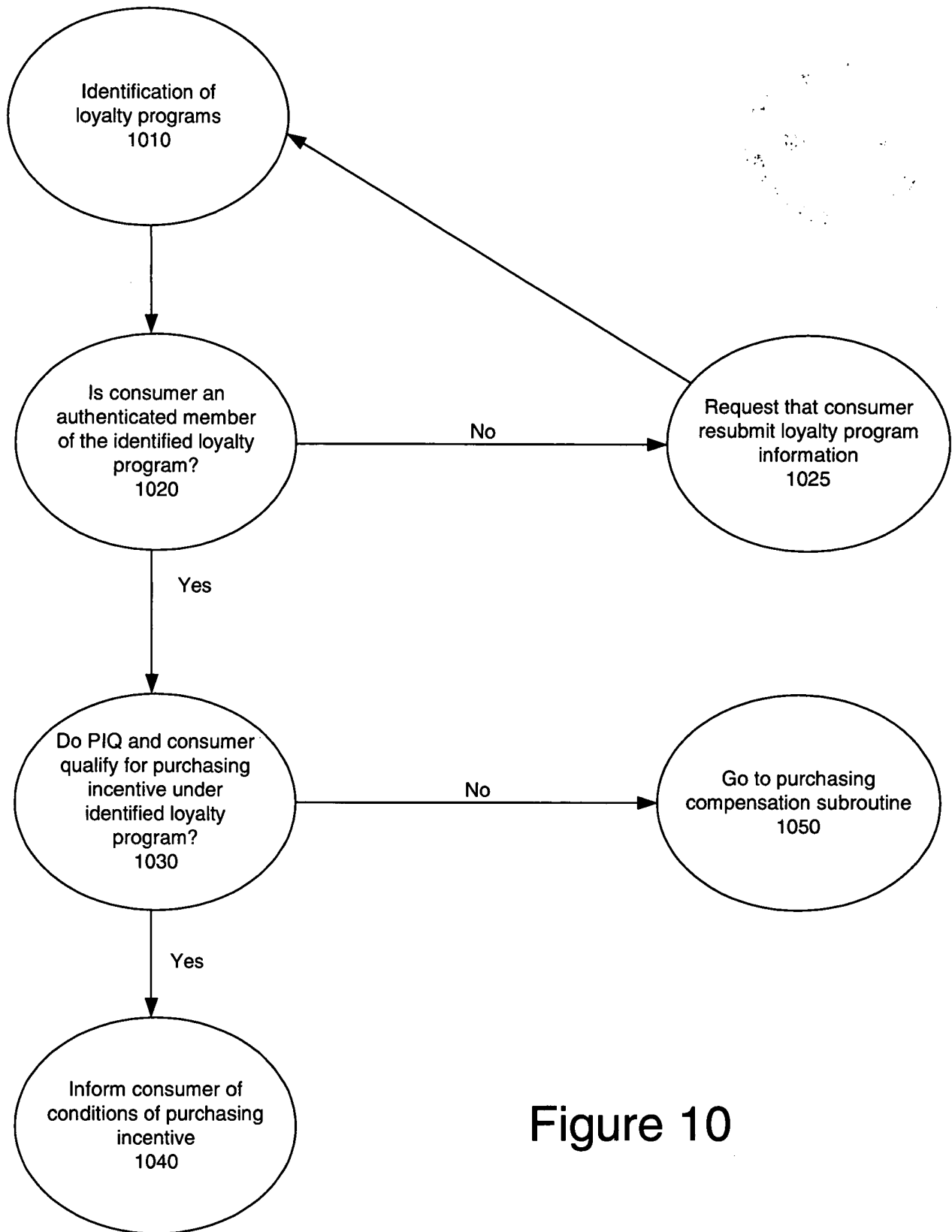


Figure 10

09921050-110601

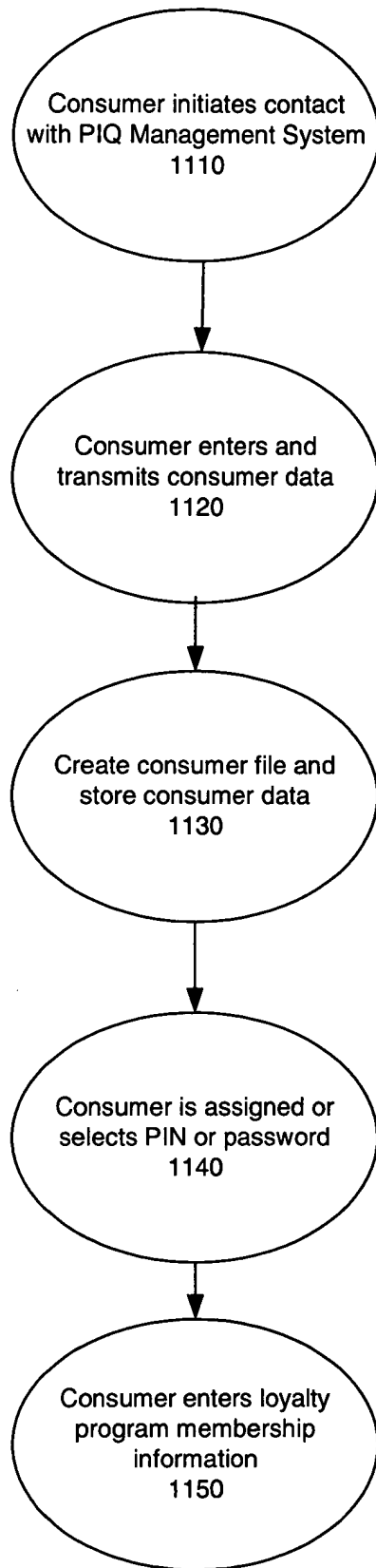


Figure 11

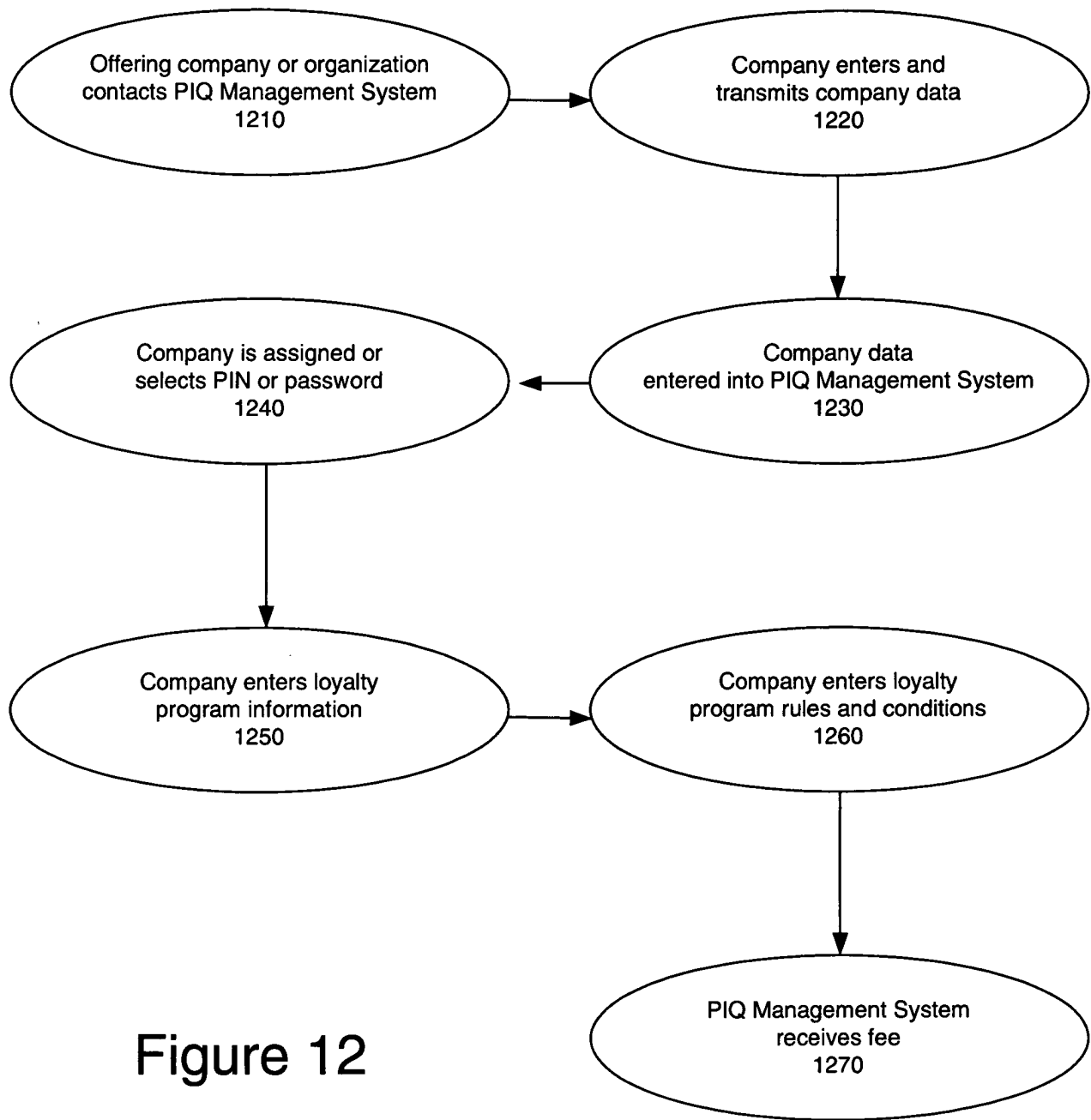


Figure 12

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